

## Project Charter

**Project Name:** Improving DHS Website Content Management Procedures

**Date Chartered:** July 12, 2012

**Team Leader:** Kevin Moore

**Expected Completion Date:** September, 2013

**Team Mission:** What is the purpose of the team?

The Department is in the process of modernizing the DHS external website through implementation of a new Content Management System (CMS). A major goal of this effort will be increasing the stability and support for the DHS website through migration to a current, supported platform. This will address the current risks of remaining on an outdated legacy system. Part of this effort includes selecting a vendor to implement a new CMS, work with DHS on creating a new design for the official DHS website, establishing templates to use for all new webpages, and readying the new website for implementation. In addition to those products, DHS will be completely revising and revamping the way in which it supports and manages its website. All of the planned changes are intended to significantly improve our ability to effectively communicate with the public in support of the department's mission. The end result will be a DHS outward-facing website that provides greater value to our customers.

As part of our improvement plans, the department will use lean strategies to develop new policies and processes to more efficiently and effectively manage content on our website.

### **Team Goals/Measures to be used to quantify progress and determine success.**

Combined with the implementation of a new website that will be managed with a new CMS, DHS will be improving the overall customer experience and customer satisfaction of the website. Customers will benefit in the outcome of the department's web improvement strategies once implemented. Once all aspects of the department's web improvement strategies are implemented, we expect to see a significant increase in the timeliness and ease by which DHS Content Owners can manage their portions of the DHS website, which will increase overall customer satisfaction with the department's website.

Specific measures for this lean initiative will be to:

1. Increase the efficiency and timeliness by which website content changes are requested, reviewed and acted on; and
2. Increase compliance with existing standards for webpage design, navigability, and performance.

### **Team Members:**

Stephanie Smiley, Angela Redington, Paula Sherman (project manager), Jody McIntyre, designated division web coordinators.

**Issues to be addressed:** What problems or opportunities will the team solve?

- Highly decentralized web publishing capabilities and rights.
- No clearly established process to monitor and follow through to ensure that existing content on the website is current, accurate, and most effectively presented.
- No automated, consistent work flow to promote timely review and approval of content updates.

**Expected Results:** What will be in place when we are done?

1. Creation of necessary policy and updating of procedures with emphasis on content management with regard to timeliness standards that will be consistently used to submit, review, and approve content changes.
2. An automated workflow system for implementing the new procedures for managing web content and for ensuring compliance with new department policies.

**Support/Resource People:** Who will we need assistance from beside the team members?

- ✓ The website design vendor to be selected through a competitive process.
- ✓ DHS content owners.
- ✓ DHS Executive team

**Responsibilities and Boundaries:**

What areas will the team look at?

The department's main internet site and all content on this site, which can be found at - <http://www.dhs.wisconsin.gov/>

What areas will the team NOT look at?

The scope will not include reviewing and making changes to other websites that has content that supports the department.

The team will maintain awareness of and coordinate as necessary with the other elements of the department's broader web improvement efforts, including the procurement and installation of the content management system. However, the team will maintain its focus on making improvements to website policies and processes, to ensure a positive result through the application of lean principles.